

| PARLIAMENT 1997                       |        |           |         |             |           |       |             |                             |
|---------------------------------------|--------|-----------|---------|-------------|-----------|-------|-------------|-----------------------------|
| NOV B2Q1F W/ BOUNCEBACK               |        |           |         |             |           |       |             |                             |
| PROJ CODE: 12V1                       |        |           |         |             |           |       |             |                             |
| 5                                     |        |           |         |             |           |       |             |                             |
| DESCRIPTION                           | VENDOR | QTY       | PQ#     | PQS#        | UNIT COST | REDMP | TOTAL       | COMMENTS                    |
| B2Q1F                                 |        | 1,130,000 |         |             | \$ 1.10   |       | \$1,243,000 | FLORIDA - 280M DEALS        |
| FREE PRODUCT                          |        | 1,130,000 | \$ 0.42 | \$474,600   |           |       |             |                             |
| RHPG & FIXED COST                     |        | 1,130,000 | \$ 0.04 | 45,200      |           |       |             |                             |
| STATE TAXES                           |        | 1,130,000 | \$ 0.42 | 553,700     |           |       |             |                             |
| SLEEVES/MATERIALS                     |        | 1,130,000 | \$ 0.07 | 79,100      |           |       |             |                             |
| PRECON                                |        | 1,130,000 | \$ 0.08 | 90,400      |           |       |             |                             |
|                                       |        | 1,130,000 | \$ 1.10 | \$1,243,000 |           |       |             |                             |
| DISTRIB ASSEMBLY PYMT \$9/6M CASE     |        | 11,300    |         |             | \$ 9.00   | 80%   | \$81,360    | 30#/CTN                     |
| DISTRIB HANDLING/STAMPING \$6/6M CASE |        | 11,300    |         |             | \$ 8.00   |       | \$87,800    | 30#/300-UNIT CTN OR 20#/CTN |
| POSTER                                | MADDEN | 28,250    |         |             | \$ 0.99   |       | \$27,968    | INCL FILM SEPS              |
| DANGLER                               | MADDEN | 28,250    |         |             | \$ 1.05   |       | \$28,663    | INCL FILM SEPS              |
| SELL CARD                             | MADDEN |           |         |             |           |       | \$5,000     |                             |
| CARRIER CASE                          | MADDEN | 28,250    |         |             | \$ 1.95   |       | \$55,088    |                             |
| SELL CARD A&K                         | TPN    |           |         |             |           |       | \$6,000     |                             |
| AGENCY ARTWORK                        |        |           |         |             |           |       | \$40,000    |                             |
| <b>BOUNCEBACK</b>                     |        |           |         |             |           |       |             |                             |
| INCENTIVE TBD - 30 UPCS               |        | 33,900    |         |             | \$ 4.00   | 3.0%  | \$135,600   |                             |
| FULFILLMENT/printing                  |        |           |         |             | \$ 0.80   |       | \$27,120    |                             |
| keying                                |        |           |         |             |           |       |             |                             |
| TOTAL PROGRAM COSTS                   |        |           |         |             |           |       | \$1,718,598 |                             |
| PROGRAM BUDGET                        |        |           |         |             |           |       | \$1,890,000 |                             |
| FAV/(UNFAV)                           |        |           |         |             |           |       | \$171,402   |                             |
| UNITS MOVED - DEALS                   |        | 1,130,000 | 60      |             |           |       | 87,800,000  |                             |
| UNITS MOVED - BOUNCEBACK              |        | 33,900    | 580     |             |           |       | 18,862,000  | 30 UPCS                     |
| TOTAL UNITS MOVED                     |        |           |         |             |           |       | 87,462,000  |                             |
| CPM                                   |        |           |         |             |           |       | \$ 21.61    |                             |

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